USC

Course Outline

Code: DES304
Title: Post-Production

School: Communication & Creative Industries
Teaching Session: Semester 1
Year: 2019
Course Coordinator: Dr Uwe Terton, uterton@usc.edu.au
Course Moderator: Dr Ian White, iwhite@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1.   What is this course about?

1.1   Description

Digital compositing is a key component of today's visual effects, which creates fantastic and exciting animations for audiences everywhere. You will learn the essentials of post-production and special video effects (VFX). You will be planning, developing, managing your own post-production visual effects projects, including your own compelling animated logo or placing your 3D character into a real-world setting. You will learn and experience the key professional practice skill sets needed to succeed in the animation and special effects industry.

1.2   Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Nil	Nil

2.   What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

3.   What is the unit value of this course?

12 units

4.   How does this course contribute to my learning?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Apply design thinking to the development of stories, storyboards, scripts and production lists.	1 & 2	Empowered
Manage and communicate using an e-portfolio for reflection, presentation and as a self-promotional tool.	1, 2 & 3	Engaged

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Create imagery to be composited into video footage.	1, 2 & 3	Creative and critical thinkers
Use sound and music to support the narration of an animation.	3	Empowered
Design and create animated media to communicate ideas to different audiences.	1 & 3	Engaged
Analyse and apply the post-production pipeline to a complex project.	2 & 3	Empowered
Apply structured approaches to create opening and closing titles & credits.	1, 2 & 3	Empowered
Demonstrate a critical understanding of industry knowledge and practice to post-production and special effects.	1, 2 & 3	Knowledgeable

5.   Am I eligible to enrol in this course?

Refer to the USC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1   Enrolment restrictions

Nil

5.2   Pre-requisites

Nil

5.3   Co-requisites

Nil

5.4   Anti-requisites

DES234

5.5   Specific assumed prior knowledge and skills (where applicable)

Sound understanding of 3D modelling and animation techniques gained in DES231 3D-Design A & DES232 3D-Design B.

6.   How am I going to be assessed?

6.1   Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2   Details of early feedback on progress

Formative feedback will be provided via discussion in workshop.

6.3   Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Artefact - Creative, and Written Piece	Individual	30%	2- 5 secs + ePortfolio	Week 4	Online Assignment Submission
2	Artefact - Creative, and Written Piece	Individual	30%	10 - 15 secs + ePortfolio	Week 7	Online Assignment Submission
3	Artefact - Creative, and Written Piece	Individual	40%	15 - 20 secs + ePortfolio	Final teaching week	Online Assignment Submission
			100%			

Assessment 1: Animated Logo

Goal:	To design an animated logo with special effects that represents you and your personal style.
Product:	Artefact - Creative, and Written Piece
Format:	**Professional/Industry format** Production logos are the way filmmakers and producers brand their content. Placed at the beginning of animations and films, they are a way to make the work stand out from the crowd. You will create and design your own branded animated logo using post-production and special effects software. The logo will be designed around your own persona, reflecting your aesthetics and will be used across all your personal animated work, ready to go into your showreel. The animated logo needs to be 2 to 5 seconds long. Colour, shapes, special effects, sound and music should be all derived from your personal brand choices. All sound and music, needs to be either your own work or royalty free. Your animated logo needs to be rendered in highest production quality. All steps including research, ideas development, sketching, storyboard and production should be documented in your documentation. The full project brief, along with relevant readings, links and examples is available on Blackboard in the Assessment 1 Folder.
Criteria:	**Animated Logo:** • Visual appeal and design • Sound and music • Reflection of personal style • Alignment of storyboard • Duration **Documentation:** • Research of your animated logo including inspirational sources, ideas, images, sketches and theoretical knowledge. • A storyboard of your logo. • Written explanation of your personal brand development.

Assessment Task 2: Video Advertisement Plan

Goal:	The goal is to design and plan the production of a 10-15 second advertisement as the pre-production stage for task 3
Product:	Artefact - Creative, and Written Piece
Format:	**Professional/Industry format**

	Motion Tracking Plan: This is the first part of the two parts that make up your major project in this course. The assessment focuses on green-screening / blue-screening, motion tracking and compositing. The topic for this assessment is to create an advertisement for a not-for-profit organisation of your choice. You will create your own 10 to 15 second ad that will make use of motion tracking and integrates at least one piece of footage that you shoot yourself with another asset generated using the 3D software and a post-production software. You will need an assistant to help you with your video shoot, so please partner-up with another student. You can use your own camera or a camera from the Schools' Assets Management office to shoot your footage. You can add text, shapes, imported images, animated characters (possibly from earlier projects or premade from the course assets), effects, etc. to your footage. Be creative and innovative in your composite and bring together different elements to make your ad fun and also to bring home the message of the non-for-profit organisation. **Planning your Motion Tracking/Compositing Project:** • Script for ad • Create your storyboard with sound notes for the ad • Animate your storyboard • Create a sound recording script • Source a location for the video shoot • Make an equipment list • Cast actor/s if necessary • Organise camera, tripod, lighting, greenscreen/bluescreen, microphone etc. • Create a Set-list that documents location, shots etc. for later tracking and post-production (dope-sheet) **Documentation guidelines:** Your documentation should contain all documents listed across each assessment item. It should also include information about the process and difficulties that arose. Please also include your sources of inspiration. The full project brief, along with relevant readings, links and examples is available on *Blackboard* in the Assessment 2 Folder.
Criteria:	**3D character model:** • Production of a story and script • Production of an animated storyboard containing block sound • Production of a sound recording script • Identification of necessary equipment • Production of set lists identifying shots, location, props, actors (dope-sheet) **Documentation:** • The in-class presentation included as preferred format (PowerPoint, web-based) • Documentation of all stages of development • Collection and organisation of resources used, including theory or frameworks, inspirational sources images, sketches, instructional videos, drafts, planning documents • Written discussion identifying challenges and how these challenges were overcome

Assessment Task 3: Video Advertisement Production

Goal:	The goal is to produce a video advertisement for a non-profit organisation that uses motion tracking and composite techniques.
Product:	Artefact - Creative, and Written Piece
Format:	**Professional/Industry format**
	Motion Tracking Project:
	With motion tracking, you can *track* the movement of an object and then apply the tracking data for that movement to another object to create compositions in which images and effects follow the motion.
	You have planned your motion tracking video shoot at location and your animation sequence for compositing in assessment 2. Now you will execute your plan.
	You need to model all the assets you require for your compositing. You can use the character from earlier projects or use a character from the course assets folder. Your character needs to be animated and lit according to the video that you will have shot first.
	You will composite both renders and video using the 3D modelling software and animation software, as well as a post-production compositing software.
	Your single and complete video advertisement needs to be uploaded to a video sharing website. For the complete video you also need to create a "before" and "after" sequence (like the Compositing Breakdown in Stephen Hamacek's showreel linked below: https://www.youtube.com/watch?v=d9yE7WjJz30
	Please show your original footage and then show your footage again with the element(s) composited in the Compositing software. The total duration of your video with both "before" and "after" elements should be 15 to 30 seconds.
	Documentation guidelines:
	Your documentation should contain information about the process, difficulties that arose discussed and sources of inspiration.
	The full project brief, along with relevant readings, links and examples is available on *Blackboard* in the Assessment 3 Folder.
Criteria:	**Character Texture:**
	• The representation of the non-profit organisation
	• Production quality of the video
	• Before and after visualisation
	• The use of motion tracking
	• The use of composite software
	Documentation:
	• Documentation of all stages of development
	• Collection and organisation of resources used including theory or frameworks, inspirational sources images, sketches, instructional videos, drafts, planning documents
	• Written discussion identifying challenges and how these challenges were overcome

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
Sippy Downs	Computer workshop: 3 hours

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader
Nil

8.2 Specific requirements
Student's responsibility to organise video equipment from Assets or own.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.
It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the online Health Safety and Wellbeing training module for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity
Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements
Eligibility for Supplementary Assessment
Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
a) The final mark is in the percentage range 47% to 49.4%
b) The course is graded using the Standard Grading scale
c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties
Late submission of assessment tasks will be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day

- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4   Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5   Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.6   General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast -** Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture -** Student Central, Level 1 Building J,Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au